What is claimed is:

1. An electronic camera apparatus for reading out, from an image sensing device, an image signal which represents a color image constructed by a number of pixels to which predetermined colors are assigned and has pieces of luminance information with analog values representing luminances of the pixels, the luminance information being discrete on a time axis, and generating a desired image from the image signal, comprising:

a luminance correction section for generating individual correction coefficients from a plurality of correction coefficients in units of pixels, correcting corresponding luminance information in the image signal on the basis of each correction coefficient, and outputting a new image signal used for image generation.

2. An apparatus according to claim 1, further comprising a luminance correction section connected in series with the image signal.

3. An apparatus according to claim 1, wherein said luminance correction section comprises

a correction control section for sequentially generating a luminance correction amount corresponding to each pixel from the plurality of correction

coefficients on the basis of a clock signal synchronized with each luminance information in the image signal, and

a luminance correction amplification section for switching a gain in accordance with the luminance correction amount sequentially generated by said correction control section to amplify the input image signal by a gain corresponding to each luminance correction amount in units of luminance information, and outputting the new image signal.

4. An apparatus according to claim 1, wherein said luminance correction section comprises

a first correction control section for sequentially generating a luminance correction amount corresponding to each pixel from a plurality of first correction coefficients on the basis of a clock signal synchronized with each luminance information in the image signal,

a second correction control section for sequentially generating a luminance correction amount corresponding to each pixel from a plurality of second correction coefficients on the basis of a clock signal synchronized with each luminance information in the image signal, and

a luminance correction amplification section for setting a synthesized gain as a product of a first gain corresponding to the luminance correction amount

sequentially generated by said first correction control section and the luminance correction amount sequentially generated by said second correction control section to amplify the input image signal by the synthesized gain corresponding to each luminance correction amount in units of luminance information, and outputting the new image signal.

5. An apparatus according to claim 1, wherein the plurality of correction coefficients are formed from luminance correction amounts in units of predetermined colors assigned to the pixels, and

said luminance correction section sequentially selects and uses the luminance correction amounts corresponding to the colors assigned to the pixels as the individual correction coefficients in units of pixels.

6. An apparatus according to claim 1, wherein the plurality of correction coefficients are formed from luminance correction amounts corresponding to coordinate positions defined by two-dimensional coordinates on the color image, and

said luminance correction section sequentially selects and uses the luminance correction amounts corresponding to the coordinate positions of the pixels as the individual correction coefficients in units of

pixels.

7. An apparatus according to claim 1, wherein the plurality of correction coefficients are formed from luminance correction amounts corresponding to coordinate regions defined by two-dimensional coordinates on the color image, and

said luminance correction section sequentially selects and uses the luminance correction amounts corresponding to the coordinate regions to which the pixels belong as the individual correction coefficients in units of pixels.

8. An apparatus according to claim 1, wherein the plurality of correction coefficients are formed from axial luminance correction amounts representing two correction distribution characteristics changing in axial directions of two coordinate axes that form two-dimensional coordinates set on the color image, and

said luminance correction section refers to corresponding axial luminance correction amounts in units of coordinate axes on the basis of coordinate positions of the pixels and sequentially generates the luminance correction amounts corresponding to the pixels from two obtained axial luminance correction values.

9. An apparatus according to claim 1, wherein the

plurality of correction coefficients are formed from axial luminance correction amounts representing two correction distribution characteristics changing in axial directions of two coordinate axes that form two-dimensional coordinates set on the color image, and

said luminance correction section refers to corresponding axial luminance correction amounts in units of coordinate axes on the basis of coordinate positions of the pixels and sequentially generates and uses products of two obtained axial luminance correction values as the luminance correction amounts corresponding to the pixels.

10. An apparatus according to claim 1, wherein the plurality of correction coefficients are formed from axial luminance correction amounts representing two correction distribution characteristics changing in axial directions of two coordinate axes that form two-dimensional coordinates set on the color image, and

said luminance correction section refers to corresponding axial luminance correction amounts in units of coordinate axes on the basis of coordinate positions of the pixels and sequentially generates and uses sums of two obtained axial luminance correction values as the luminance correction amounts corresponding to the pixels.